

# PORTSIDE

SPRING 2009

A Port of Portland publication featuring news and information about airports, marine terminals, industrial parks and environmental programs.



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The Face and the Heart of PDX

**N416CD (Pilot Jim Lewis):** Good afternoon, Portland Approach. Cirrus Four-One-Six-Charlie-Delta is out of four-point-five descending to four-thousand, one-seven-zero-knots assigned, information Zulu.

**PDX APPR (Portland Approach Control):** Cirrus Four-One-Six-Charlie-Delta, Portland Approach, good afternoon. Information Alpha is now current, wind is one-four zero at five, altimeter is three-zero, zero-two. Say approach type requested.

**N416CD:** Six-Charlie-Delta, right heading three-zero-zero, copy the altimeter. We have the airport in sight. Requesting the visual.

**PDX APPR:** Copy, you can expect a visual approach, runway one-two. Descend and maintain three-thousand, speed one-five-zero knots. You're following a Gulfstream on a five-mile final. Report traffic in sight.

**N416CD:** Roger, Six-Charlie-Delta, down to three-thousand, speed one-five-zero knots. Searching for the traffic.

• • • 20 seconds later • • •

**N416CD:** Cirrus Six-Charlie-Delta, traffic is in sight.

**PDX APPR:** Charlie-Delta roger. Maintain visual separation with the traffic, speed one-four-zero knots until advised by the tower. You're cleared visual approach runway one-two. Contact Hillsboro Tower on one-one-nine-point-three. Good day, sir.

**N416CD:** Tower on nineteen-three, Charlie-Delta, good day.

• • • After switching to tower frequency • • •

**N416CD:** Good afternoon, Hillsboro Tower. Cirrus Four-One-Six-Charlie-Delta, on the visual for runway one-two, one-four-zero-knots assigned.

**HIO TWR (Hillsboro Tower):** November Four-One-Six-Charlie-Delta, Hillsboro Tower, good afternoon. The traffic you're following is now at eleven, moving to ten o'clock, two miles, on the localizer. Confirm you still have the Gulfstream in sight?

**N416CD:** Charlie-Delta, roger. The Gulfstream is in sight.

**HIO TWR:** Cirrus Six-Charlie-Delta, roger. Continue. He's on a two-mile final, the spacing looks good.

**N416CD:** Charlie-Delta, roger.

• • • 90 seconds later • • •

**HIO TWR:** Cirrus Six-Charlie-Delta, cleared to land runway one-two, wind one-four-zero at five, caution wake turbulence.

**N416CD:** Cleared to land one-two, Six-Charlie-Delta.

• • • after touchdown, on roll-out • • •

**HIO TWR:** Cirrus Six-Charlie-Delta, where do you park?

**N416CD:** Charlie-Delta, Aero Air.

**HIO TWR:** Charlie-Delta, roger. Turn right at Alpha-six, join taxiway Alpha, contact Ground on one-two-one-point-seven. Good day.

**N416CD:** Charlie-Delta, roger, off at Alpha-six, and point-seven. Good day.

• • • after switching over to ground control • • •

**N416CD:** 'afternoon, Hillsboro Ground. Cirrus Four-One-Six-Charlie-Delta's off runway one-two at Alpha-six, to Aero Air.

**HIO GND (Hillsboro Ground Control):** Cirrus Four-One-Six-Charlie-Delta, Hillsboro Ground, good afternoon. Taxi via Alpha, Alpha-five to the ramp.

**N416CD:** Charlie-Delta, roger. Good day, sir.

If offered any super power, we mere mortals typically answer, "I'd love to be able to fly." There is something magical every time wings take flight and it's wheels up. There are many who can cite the science and reason behind why thrust plus lift equals flight, but there are few who can adequately describe the feeling of flight or explain how flying changes lifestyles and provides opportunities.

There are 500 airports in the U.S. that accommodate scheduled commercial airline service, but there are 10 times that many general aviation airports to accommodate a wide range of activities. Locally, there are more than 9,500 Oregonians who have their pilot's license – and 20,000 Washingtonians coupled with 5,000 Idahoans – with 97 public use airports in Oregon to accommodate these business men and women, entrepreneurs and adventurers. For many, heading to the hangar is much like heading to the garage to drive to work or run errands. In rural areas, air travel is a more nimble way to conduct business and saves time that would have been spent on long expanses of interstates.

The Port of Portland operates Portland International Airport, HIO – Hillsboro Airport, and TTD – Troutdale Airport. The Port owns, and the Oregon Department of Aviation operates, 4S9 – Mulino Airport. Hillsboro is the second busiest airport in the state with four full-service fixed-base general aviation operators, two runways and more than 250,000 operations annually. Troutdale, with one runway and more than 95,000 operations, is located at the gateway to the scenic Columbia River Gorge. Mulino is home to more than 40 light general aviation aircraft and has an estimated 20,000 operations annually.

### Communities and General Aviation

Mike Gallagher, a retired U.S. Air Force colonel who flew for 26 years serving this country, another 15 as a civilian, and who serves on the Hillsboro Airport Issues Roundtable said, "Flying a general aviation airplane is well within everyone's ability if they can safely drive a car and are willing to accept the discipline of flying. Yes, there's the cost of flight school, but it is one of the rare ways in the world to experience the blending of art and science."

He added, "The world looks more orderly from 1,000 feet. You can see the grid patterns of communities and interstate systems, how a community encircles rivers, or how canyons have been cut by rivers. Flying over Paris at night, you see the circular nature of the city and how it contrasts with the rectangular grids of U.S. cities."

Growth around airports is a central issue these days. Most airports were chartered outside city limits and, as communities have grown, noise issues have grown. Max Lyons, president of Hillsboro Aviation, has operated in the Hillsboro area for 29 years. "When we opened, very few houses were affected by noise, but the rapid growth of the community has put more homes under the flight patterns. Hillsboro Aviation has been an advocate to decrease flight operations in the most heavily developed areas." Now a new "Charlie pattern"



# GENERAL AVIATION: A

has been introduced as well as training for pilots with pointers about accelerated climb and descent profiles.

Gallagher said, “We want to be a good neighbor. I live half a mile from Hillsboro Airport and, as a pilot, I see what’s happening as the demands on the airport grow at a pace with the development of business and residences in the area. A core issue is that general aviation has a large area that benefits from the business and economic activities, while noise is concentrated over a small area of the flight path.”

### The Economics

Troutdale is located 10 miles due east from PDX and is a rather sleepy looking property . . . with a secret. Scott Kenney, owner of Troutdale Air Service, is doing \$2.5 million in annual sales and employs 16 highly trained technicians to work on high-end business and leisure aircraft ranging from single engines to turbo jets. He’s owned the company for 10 of its 16 years.



Maintenance at Troutdale Air Service

“Our customers are extremely particular, and their aircraft is their baby. Of course, safety is the Number One priority, and the industry has worked hard to ensure that flying truly is the safest form of transportation. Trust is a key factor as to where a pilot or aircraft owner will take his or her investment for servicing. We’ve been fortunate, as we anticipate that our sales will grow in the coming years. Like any business, the complete customer experience is central to our success.”

General aviation is a critical economic driver, having pumped \$150 billion into the U.S. economy in 2008, generating 1.2 million direct jobs, and influencing seven million jobs indirectly. The

National Business Aircraft Association states that companies operating their own aircraft earn 141 percent more in accumulated returns than those that do not.

At Hillsboro Aviation, there are 14 profit centers serving three distinct areas of business with 200 employees who serve customers from around the globe. Approximately 45 percent of the business results from the flight school, serving some 350 pilots in training each year from more than 75 countries. Max Lyons said, “There is a thriving general aviation business with a growing interest in India, Latin America, China and Europe. We see ourselves as an ambassador for Hillsboro, Oregon and the region as we work with airline management, government officials, owners of companies and pilots from around the world.”

Another 30 percent of Hillsboro Aviation is dedicated to its charter fleet that is used for TV news, fire fighting and oil exploration. The fleet is comprised of aircraft such as King Airls and Bell helicopters. Hillsboro Aviation has been the number one helicopter sales organization in the U.S. and is the only approved dealer for Bell helicopters in the country with a sales territory comprised of 16 western states. The company is also the exclusive Cessna dealer for Oregon and southwest Washington – this comprises the final 25 percent of revenues. Featuring three regional sales outlets, the company sells an average of 60 to 70 aircraft annually and prides itself in the diversified nature of its work.

### The Business of Corporate Business Travel

Flo Newton is president of Global Aviation, a full-service private charter company. Newton said, “Our corporate and international client base demands superior charter, maintenance and management services. We find that our location at Hillsboro Airport, which offers efficient U.S. Customs and Border Protection services and aggressive fuel pricing, is key as we focus on increasing charters to emerging markets, such as Asia and Russia, where Pacific Northwest products and technology are in demand.”

Regional business leaders often depend on charters or their own corporate jets for efficient transport of both senior managers and engineers. Mike Gallagher spent eight years flying for Intel and noted, “Thousands of passengers fly each year on the Intel shuttle, which operates like a miniregional airline. The Intel culture is that the shuttle is for employees who can benefit from the service, not just for senior executives; contrary to popular thought, thousands are tech engineers working on multiple projects at Intel sites in the western United States.” In fact, the National Business Aircraft Association cites that 86 percent of passenger trips are for midlevel employees to help troubleshoot supplier, customer, cargo, supply chain, parts and charitable needs.

There are those who can schedule to fly where they want when they want without the ticket counter check-ins, wondering if there will be room for stowing carry-ons or concerns about flight delays. For those who are ready to act on the universal aspiration of being able to fly, the training and equipment are readily available at Hillsboro and Troutdale airports.

Happy landings!

by Susan Bladholm



# N UNCOMMON PERSPECTIVE



## ALASKA AIRLINES ADDS NONSTOP TO MAUI

Escaping to Maui is easier than ever with the new nonstop service being offered by Alaska Airlines, beginning Aug. 7. Alaska Airlines will offer travelers three nonstop flights a week between Portland and Maui in the Hawaiian Islands.

The new flights will depart PDX at 9:50 a.m. Pacific time on Wednesdays, Fridays and Sundays, arriving at Kahului Airport at 12:45 p.m. Hawaii time. The return flight departs Maui at 1:45 p.m. Hawaii time on the same days and arrives at 10:15 p.m. Pacific time.

Alaska will operate the flights with Boeing 737-800 aircraft, accommodating 16 passengers in first class and 141 in the main cabin. Alaska Airlines and Horizon Air, subsidiaries of Alaska Air Group, together serve more than 90 cities through an expansive network in Alaska, the Lower 48, Hawaii, Canada and Mexico.

## AIR CANADA DRAWING HIGHLIGHTS SPRING FLING

This year's Spring Fling festivities at Portland International Airport – March 16 through April 12 – feature a celebration of Air Canada's new nonstop service from PDX to Calgary, Alberta, in Canada. In a drawing during the event, the airline is giving away a pair of tickets to a lucky shopper, traveler or airport visitor.

The new nonstop service begins June 15; it is the only nonstop flight between Portland and Calgary. Flights will be operated on 50-seat CRJ jet aircraft. The flights are timed for convenient connections in Calgary to and from Edmonton, Winnipeg, Toronto, Montreal and Ottawa.

Spring Fling also brings promotions and special events at stores and restaurants in the Oregon Market and throughout the airport. Tastings and promotions are scheduled at the Clock Tower location and outside many store fronts. Entertainment is also a favorite part of the annual event, with pianists, guitarists, vocalists and many other performers adding music to the mix.

## NORTH RUNWAY EXTENSION PROJECT CLEARED FOR TAKEOFF

After several years of feasibility studies and planning, the North Runway Extension Project is set to begin this year at PDX. For the past year and a half, the Port of Portland has been conducting an environmental assessment of the project on behalf of the Federal Aviation Administration, and has received a Finding of No Significant Impacts, which clears the way for construction. Work begins on the north runway this spring through October, and finishes up in fall 2010.

Driving the north runway extension is the need for the south runway to be closed for six months in 2011 for repair and rehabilitation. A longer north runway is essential to accommodate international and long haul domestic carriers when the south runway is closed.

Unlike previous rehabilitations when the south runway was shut down at night for construction work and reopened the next morning, Port engineers determined that a full-time closure is necessary this time in order to make repairs and ensure pavement integrity.

Closing the south runway for the entire summer in 2011 will result in an overall shortened construction timeline, leading to significant cost savings and reductions in neighborhood impacts. Though some neighbors of PDX may notice more noise related to construction and flight operations during the next three summers, the impacts will be far less compared to more traditional approaches to runway rehabilitations.

For more information, visit [www.pdx.com](http://www.pdx.com); click on PDX North Runway Extension.



## HOTEL, COFFEE ROASTER JOIN PDX NEIGHBORHOOD

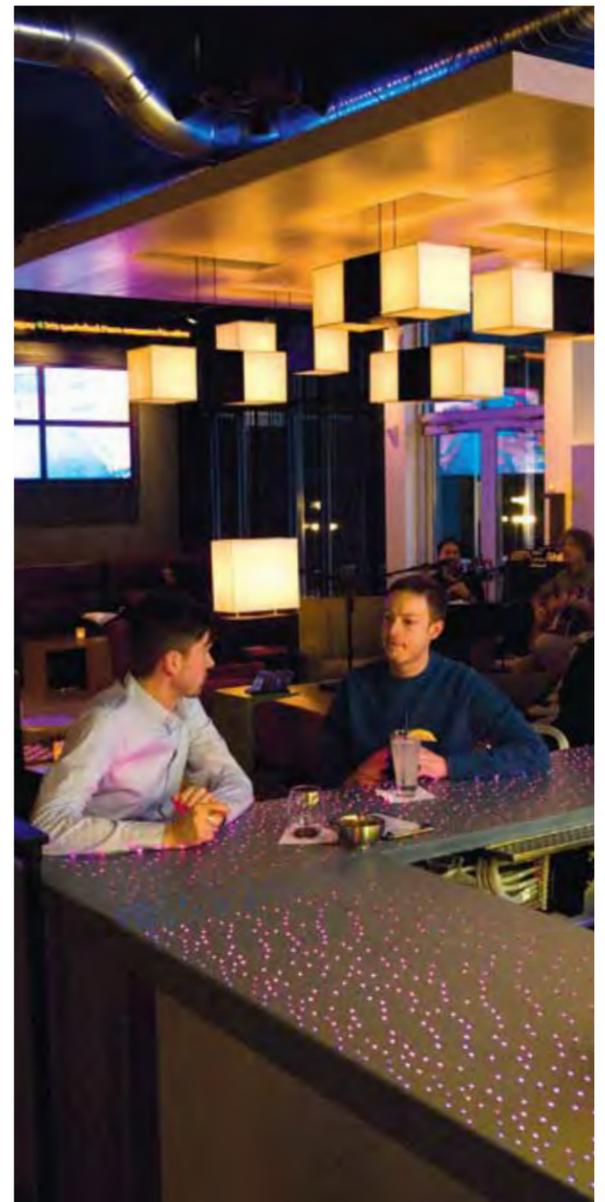
Development near Portland International Airport in the past couple of years is evident – new stores and restaurants have opened on airport property, and many other businesses as well. Two unique examples are Coffee Bean International on Northeast Alderwood Road and the aloft Portland Airport Hotel in Cascade Station.

Coffee Bean International moved 150 employees from northwest Portland into a new repurposed 125,000-square-foot office and roasting facility. Founded in 1972, the Oregon-based company was one of North America's first roasters of specialty coffees; it now serves more than 2,000 customers.

Patrick Criteser, president and chief executive officer, said, "Our company has been a pioneer in promoting dark roasts, developing flavored artisan roasted coffees, and offering organic and certified fair trade coffees. We still roast small batches in gas-fired drums and then air-cool them – it's not the cheapest or fastest way to roast, but it's the right way and the way we've done it from Day One."

The 136-room aloft Portland Airport Hotel in Cascade Station is billed as a trendy new brand for the tech-savvy crowd. According to owner Harold Pollin of Portland-based Pollin Hotels, and creator Starwood Hotels & Resorts Worldwide, aloft brings enhanced technology, urban-influenced design, and a social atmosphere geared toward the growing GenX/Y traveler. The aloft lobby has a bar, billiards, TVs and a ticker with news and stock information.

The aloft Portland Airport Hotel is the first of its kind in the Pacific Northwest and the ninth to open worldwide.





## AIRPORT SHOPPERS TRY NEW STORE ON FOR SIZE

Travelers have a new place to shop while visiting Portland International Airport. Located in the airport's Oregon Market, cc McKenzie Shoes & Apparel, has filled their space with a variety of women's quality casual clothes, accessories and a wall full of popular, comfortable shoes. Brands carried at the airport store include Dansko, Merrell and Sofft shoes; and Not Your Daughter and Jag jeans.

Chris Madsen, general manager of business and properties at the airport, said, "We are extremely excited to have cc McKenzie join our concessions family, and we look forward to a very long partnership."

While a newcomer to PDX, cc McKenzie, an Oregon-based company, has been doing business in the Northwest since 1998. Owners Clyde and Linda Fladwood said the company's goal is to be small enough to provide great boutique service but still offer a wide range of options for customers. The PDX store is the sixth location for the company, joining other stores in Portland, Lake Oswego, Bend, Eugene and Seattle.

## SCULPTURES GRACE PDX CONCOURSE

Twelve Northwest sculptors are currently showing their works at Portland International Airport. The exhibit is located just beyond the security checkpoint in the lobby at the entrance to the E Concourse. The pieces are crafted in a variety of media – cast and fabricated metals, ceramic, stone and mixed media; and they represent a broad spectrum of sculptural styles.

The Port of Portland coordinated with the Regional Arts & Culture Council and Pacific Northwest Sculptors to bring the exhibit to PDX. The council presents exhibitions at the airport every six months to pique the curiosity of visitors and residents and promote further exploration of the region. Pacific Northwest Sculptors fosters the talent of local artists and hosts educational programs and exhibitions in the community.

Donna Prigmore, customer relations manager with the Port, said, "We look forward to the exhibitions that the Regional Arts & Culture Council presents here. We believe they add an important element to the customer experience at PDX. This group of works, especially, is a pleasure to behold."

The unique works are displayed in a 40-foot floor-to-ceiling glass showcase. Travelers can view the exhibit through mid-June.



## AVIATION DIRECTOR RETIRES

Mary Maxwell witnessed a transformation in aviation during the past 20 years – a period of rapid growth and dramatic changes. "It's been a golden age for airports," Maxwell said, "They haven't just gotten bigger and busier; they've become more sophisticated, architecturally significant, customer-focused, environmentally sustainable, economically vital, comfortable – and more fun." PDX, she added, is a perfect example.

Maxwell retired in March after 20 years of service to Portland International Airport. She worked in properties with the Port of Portland before being named director of aviation in 2004. During the past two decades, the entire airport was basically rebuilt: new parking garage, expanded ticket lobby, new and remodeled concourses, new air cargo center, MAX light rail. The role of concessions at PDX also evolved in major ways. The Oregon Market had just been conceived, and it was Maxwell's charge to implement the concept and enhance it over the years. "The goals were to provide a unique environment – a taste of Portland right here in the airport – and we wanted the experience to be a positive first and last impression on the traveler. We've been able to push the envelope, to be innovative," Maxwell said. "And our success helps keep costs competitive for our partner airlines."

Maxwell said she feels she was given an incredible opportunity – to work at an airport that is recognized worldwide and one in which the community takes enormous pride.



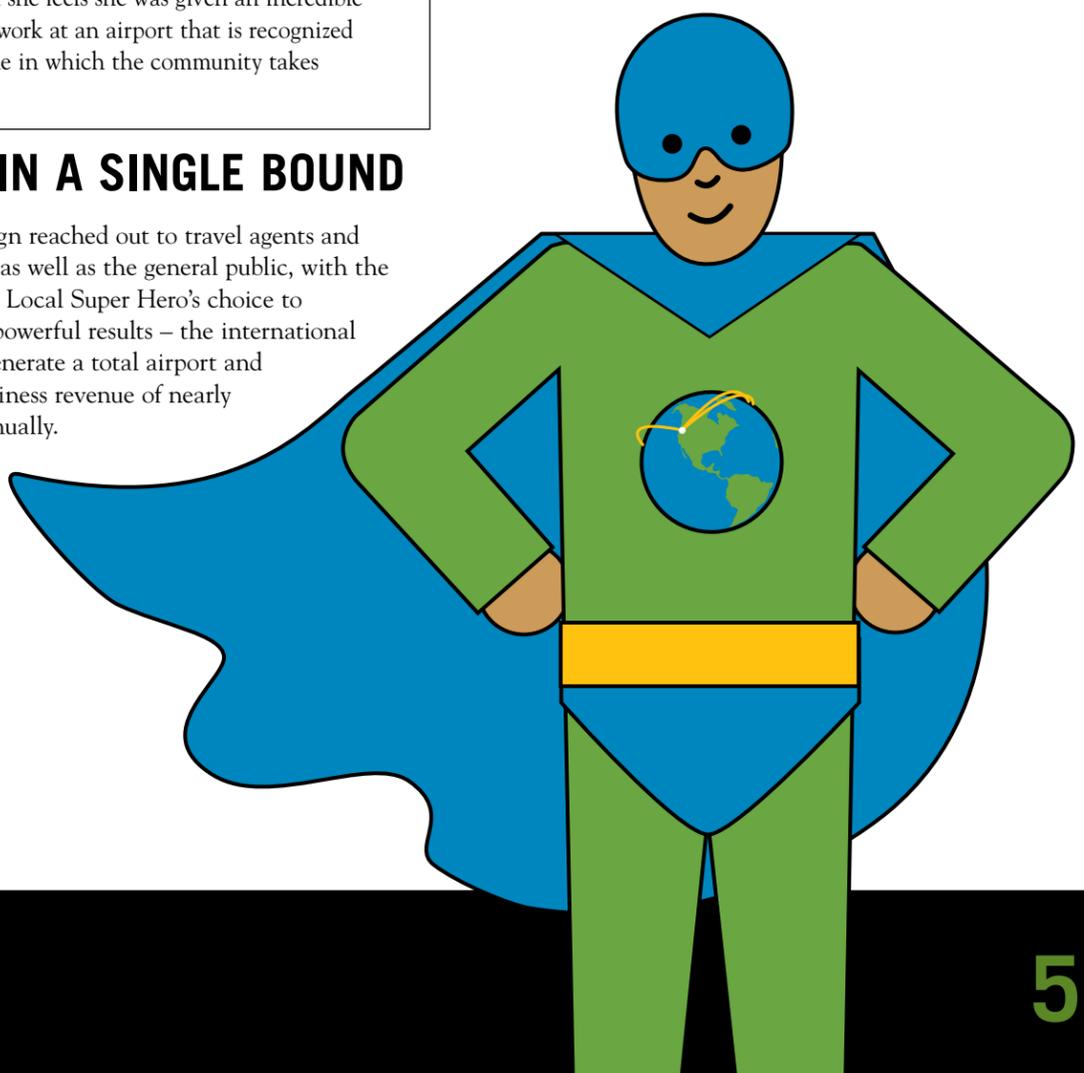
Silence by Carole Turner

## LOCAL SUPER HEROES FLY OVERSEAS IN A SINGLE BOUND

In a springtime blitz campaign, "Be a Local Super Hero!" encouraged those who book a business or leisure trip to an international destination to consider using one of the nonstop flights from Portland International Airport.

David Zielke, manager of air service development with the Port of Portland, said, "Today, as airlines face new challenges, we are asking the community to recommit to using our convenient nonstop flights to Amsterdam, Tokyo and Frankfurt via Northwest Airlines (a subsidiary of Delta) and Lufthansa. We're not asking anyone to fly more in this tough economic climate, just to remember that using our nonstops when they do fly helps ensure their continuation here."

The campaign reached out to travel agents and local businesses, as well as the general public, with the message that the Local Super Hero's choice to fly nonstop has powerful results – the international flights at PDX generate a total airport and visitor direct business revenue of nearly \$250 million annually.





## ROAD AND RAIL PROJECTS WILL IMPROVE FLOW, EFFICIENCY IN RIVERGATE

If Oregon's freight transportation network were a circulatory system, the Port of Portland's Rivergate Industrial District would be the heart. With transportation infrastructure, manufacturing, warehousing and distribution center facilities, Rivergate is where much of the region's import and export activity takes place. Several significant road and rail projects will soon be under way to improve flow and efficiency.

Some of the investments being made to improve conditions for railroads, tenants, truckers, marine terminals and businesses are:

### North Lombard Widening, \$2 million Spring – Summer 2009:

This project, in partnership with the Oregon Department of Transportation, will improve the flow of traffic by widening North Lombard Street by two

feet to accommodate two 12-foot travel lanes and one 14-foot center turn lane for approximately 1.5 miles between Rivergate Boulevard and the Columbia Slough. It includes a multiuse path along its length.

### Leadbetter Overcrossing, \$11 million Summer 2009 – Winter 2010:

This will extend Leadbetter Road north over existing and future rail facilities, touching down at the intersection of Marine Drive and the entrance to Terminal 6, creating a second roadway access for Leadbetter businesses and accommodating a second rail lead.

### Ramsey Rail Facilities, \$14 million Summer 2009 – Winter 2010:

This project eliminates bottlenecks for both

BNSF Railway and Union Pacific Railroad by adding 11,800 feet of lead track connecting north and south Rivergate. It also adds three tracks (approximate total of 9,000 feet) and subgrade preparation for a future fourth track.

### South Rivergate Yard Expansion, \$10 million Winter 2010 – Winter 2011:

This doubles the ability for Columbia Grain to handle long unit trains and yields benefits to other rail users by eliminating blockages.

These projects are made possible by a mix of funding from the Port, state agencies and private companies, including infrastructure grant and loan money. For more information, contact Brooke Berglund at 503.944.7532.

## KEEN ON GROWTH

With more than 20 major shoe manufacturers calling Portland home, the city has earned the informal designation as the Footwear Capital of North America. Nike and adidas are often the first to come to mind, but one of the fastest rising stars has been KEEN Footwear, which has enjoyed rapid growth.

As a result, KEEN's third party logistics company, OIA Global Logistics, required additional space at its distribution center in Rivergate Industrial District. The company has expanded the facility by 60,102 square feet, supplementing the existing 107,203-square-foot lease. The amended lease, which expires in August 2013, now consists of 167,305 square feet.

The leased space is housed within the Bybee Lakes Logistics Center, located on Port of Portland property, under a 55-year lease. Back in 2006, the Port leased more than 16 acres of land for the 288,915-square-foot multitenant warehouse and distribution facility owned by Capstone Partners and Washington Capital Management, Inc. More than half of that building is now dedicated to handling KEEN products.

KEEN's growth has also been reflected at marine Terminal 6. It is one of the more than 1,000 Oregon businesses that depend on the Port's container facility to move their goods.



## LEASE SHOWCASES VERSATILITY OF TERMINAL 2

Last year it was a construction site for the new Sauvie Island Bridge, but this year the lower dock area at the Port of Portland's Terminal 2 is home to the Essayons and the Yaquina, federal hopper dredges used for navigation channel maintenance at West Coast ports from San Diego to Grays Harbor.

The U.S. Army Corps of Engineers is leasing 3.92 acres of dock and yard area at the northwest end of the terminal, crew parking, and exclusive use rights for two berths. There are options to extend the lease for 10 additional one-year terms. The vessels were previously based a few miles downstream from

Terminal 2 at the U.S. Government Moorings facility on St. Helens Road. The Corps' land-based ship repair and maintenance facility operations will remain at U.S. Government Moorings.

Approved by Port commissioners in June 2008, the agreement highlights the versatility of the active, multiuse marine terminal. Terminal 2 handles steel rail, heavy lift cargo and mineral bulks. It also has the capability to handle containers, forest products and other bulk and breakbulk cargoes. Such leases are common at other Port facilities, including Toyota at Terminal 4, Columbia Grain at Terminal 5, and Auto Warehousing Co. at Terminal 6.

Utilities were upgraded to allow the ships to plug in to shore side electrical and fluid services so they can shut down engines while docked. The Corps will reimburse the Port for the estimated \$590,500 cost of these improvements during the five-year term.

## PORTLAND HARBOR INITIATIVE MOVES FORWARD

The Portland Harbor Redevelopment Initiative is a multiagency effort to clean up and redevelop brownfield industrial sites along the Willamette River waterfront. The Port of Portland is one of many Portland-area organizations actively involved with advancing the effort.

The Portland Harbor is impacted by environmental contamination in soil, groundwater and river sediment from past industrial activity, with the in-water contamination being designated as a U.S. Environmental Protection Agency Superfund site. The goal of the harbor initiative is to facilitate cleanup of contaminated sites and redevelop vacant and underutilized industrial land for new industrial uses in the working harbor, while insuring that polluters remain responsible parties.

The Portland Development Commission brought together a group of stakeholders to discuss ways to turn Portland Harbor brownfields into marketable industrial property. The National Brownfield Association was asked to provide recommendations

and insight. Research completed by this group showed that the cost of doing nothing with 166 acres in the harbor area means a potential loss of \$320 million in investment and 1,450 jobs over 10 years. The study also demonstrated that the urban growth boundary would have to expand if waterfront sites were unavailable.

The Portland Harbor Redevelopment Initiative is researching creative options and tools to address issues related to regulatory agency cooperation, environmental liability, cleanup financing, and redevelopment obstacles. A Blue Ribbon Committee has been formed to provide insight. Members include Mayor Sam Adams; Bill Wyatt, Port executive director; David Bragdon, Metro council president; Tim McCabe, Oregon economic and community development department director, and other local officials and business leaders.

The Portland Harbor connects the Portland metro area with global markets. Maximizing the use of all available industrial land in the harbor is critical to the economic future of the city and state.



## TWIC GOES LIVE

Since Feb. 28, those requiring access to secure areas of marine terminals have had to have a Transportation Worker Identification Credential in hand or an approved escort to accompany them. Affectionately referred to as a “TWIC,” the card requires a background check and works much like access badges at major airports.

“If you show up to work at Portland International Airport, you can’t enter a secure area without a proper badge,” said Dan Pippenger, marine security manager with the Port of Portland. “That’s the way it is now at the Port marine terminals and at other marine terminals across the country.”

For more than a year, the Port helped spread the word about the federally mandated program to those doing business at the terminals, including its own employees. In addition to communication and outreach efforts, three spot checks were held in the months preceding the deadline as a final reminder of the new rules. The vast majority was in compliance or had at least started the application process.

The U.S. Coast Guard enforces the TWIC program. To learn more, call 1.866.347.8942 or visit [www.tsa.gov/twic](http://www.tsa.gov/twic).

## PORT SEEKS BUSINESS CONNECTIONS AT KEY EVENTS

In Portland and abroad, the Port of Portland is involved with meetings, conferences and events to make new business connections, discuss best practices, represent the organization and keep Portland on the map. Whether regional, national or international, at both niche and wider appeal events, Port staff participates as presenters, exhibitors and attendees.

During these times of lean budgets, the Port is looking to do more with less. That translates to weighing the cost/benefit analysis, traveling less, leveraging partnerships and sending fewer attendees. However, now more than ever, it is important to the Port to remain engaged.

In recent months, staff attended the annual Retail Industry Leaders Association logistics conference in Dallas, and the Trans-Pacific Maritime Conference

in Los Angeles, the biggest event of the year for the industry. In February, the Port hosted the Pacific Northwest Waterways Association regional meeting in advance of a mission to Washington D.C., in March.

The Port also joined the Oregon Department of Agriculture as exhibitors at FoodEx in Japan where Oregon’s agricultural products are showcased, and it is participating in a Portland Business Alliance mission to China in April. Portland takes center stage for the national Cool Cargoes Conference in May, an annual refrigerated cargo event organized by the Journal of Commerce. Portland also hosts the national American Apparel and Footwear Association’s annual Sustainability Conference in mid-May – the perfect location given the clusters of major footwear and apparel companies based in the region.

## COLGATE PALMOLIVE LEASES RIVERGATE SITE

Even five out of five dentists can agree: A new distribution facility in the Rivergate Industrial District that handles hundreds of thousands of toothbrushes annually is good news. Representing a successful recruitment under a joint marketing agreement, Colgate Palmolive Co. has signed a new lease for 151,025 square feet in the Rivergate Corporate Center.

Jacobson Companies, Colgate’s third party logistics firm, will be the first tenant in the new state-of-the-art facility. Besides the beneficial presence of a well-known brand, Colgate Palmolive products could be imported through Terminal 6. The sublease has a term of five years with two five-year extension options. The distribution center will serve the Pacific Northwest and beyond.

The site is located on North Lombard Street across from Terminal 5. Multi-Employer Property Trust is the Port of Portland’s tenant for this specific 27.3-acre ground lease and is a party to the master development agreement for the overall 113-acre Lombard property where it is situated.

The 573,420-square-foot warehouse is the largest Leadership in Energy and Environment Design, or LEED, silver certified industrial development in the United States. In order to receive the LEED certification, developer Trammell Crow worked closely with Green Building Services to ensure the design and construction would make the grade. That extra work paid off, as it was a factor in Colgate Palmolive’s decision to locate there.

With first rate facilities like these and several major Rivergate road and rail improvements under way, this area promises to continue as a vital nexus for trade and commerce in the region.





## PORT OF PORTLAND 2008 RESULTS: A GOOD YEAR – BUT NOT AS GOOD AS 2007

By all accounts 2007 was a banner year for the Port of Portland, and that strength continued into the first half of 2008. However, both the marine and aviation sides of the business saw declines in the second half of the year as the effect of the global economic downturn began to reverberate through local and international economies.

The airport finished 2008 down 2.4 percent for passengers at 14.3 million, compared to 14.6 million in 2007. Air freight was down 14.4 percent.

Coming off of a record setting year for tonnage in 2007, 2008 was the second highest ever for tonnage handled in a calendar year for marine operations. Total tonnage at Port facilities was down 2.3 percent at 14.1 million tons compared to 14.4 million tons in 2007. Grain and mineral bulks were the bright spots at the marine terminals, posting a 0.1 percent and a 1.1 percent increase respectively. In fact, 2008 was an all-time record tonnage year for mineral exports.

Nearly 408,000 import autos came across Port docks, down from nearly 450,000 the year before, a 9.2 percent drop. Containers were off by about 6.4 percent.

Breakbulk tonnage, which is primarily split between steel slab and steel rail with occasional oversized project cargo, saw the greatest year-over-year decline at more than 977,000 tons, down from 1.1 million tons in 2007, a 13.2 percent decrease.

The industrial development arm of the Port maintained strong performance. The 700-acre former Reynolds Metals Co. aluminum plant property, a Superfund site and one of the largest brownfield redevelopment projects in Oregon history, is now home to the Port's Troutdale Reynolds Industrial Park. The first tenant is FedEx Ground, which is constructing a state-of-the-art, \$100 million regional distribution hub that will employ 800 people.

Moving forward, the Port is closely monitoring the

economic situation, cutting costs where possible and staying focused on customer needs. "We are keenly aware that 97 percent of our revenues are derived from business transactions, so any economic downturn that affects business affects our bottom line, too," said Port Executive Director Bill Wyatt. "To address this, we are taking a number of steps to weather this storm. At the airport, we are working to keep airline costs low and retain current air service. We are making the kinds of investments, such as lengthened runways, a new baggage screening system and additional parking, which will ensure our ranking as one of the best airports in the country."

"Portland has enjoyed rapid growth in recent years, and there is capacity and opportunity to continue that trend as the economy recovers," said Sam Ruda, director of marine operations. Portland is a diversified port, which will help us deal with economic fluctuations and position us for long-term growth."

## WEST HAYDEN ISLAND PROCESS BEGINS

What should West Hayden Island look like in the future? That is the question a city-appointed Community Working Group will be asking as it begins exploring the annexation of West Hayden Island into the city of Portland. The group is composed of 17 community members including local residents and representatives from government, environmental and business interests.

Hayden Island is located in the middle of the Columbia River and is home to a busy shopping center and many residences and local businesses, but few people have ever seen the west part of the island, roughly 800 acres west of the Union Pacific railroad bridge.

Added to the urban growth boundary by Metro in 1983 to serve marine industrial needs, and purchased by the Port for that purpose in 1994, West Hayden Island is adjacent to the Columbia River navigation channel

and other port facilities, and is close to the main lines of both the Union Pacific and BNSF railroads and the interstate highway system. This location makes the area uniquely suited for marine industrial job growth. But the island also has rich potential for wildlife habitat, open space, recreational uses and natural resource enhancement. The Community Working Group is asked to consider if and how these uses can fit together.

The Community Working Group will continue to meet monthly, with occasional breaks. The city and Port will also host open houses, a public workshop and other outreach events. A project Web site will serve as a key resource for community members wanting to track the process.

Learn more at [www.portlandonline.com](http://www.portlandonline.com); search on West Hayden Island. Contact Eric Engstrom, city of Portland, 503.823.3329, [ericengstrom@ci.portland.or.us](mailto:ericengstrom@ci.portland.or.us); or Chris White, Port of Portland, 503.944.7056, [christine.white@portofportland.com](mailto:christine.white@portofportland.com).



## PORT WEATHERS WINTER

The inclement weather that Portland-area residents experienced at the end of 2008, branded by local media as the "Arctic Blast," had some direct impacts on the Port of Portland's operations. Heavy snow and ice lingered due to low temperatures; airlines canceled some flights at Portland International Airport; and some operations were impacted at the marine terminals.

The Port wants to acknowledge the businesses that were affected by closures, cancellations or delays and thank them for their patience and understanding. Around the clock, maintenance crews were busy clearing snow and ice. Safety is always the Port's top priority, and throughout the weather event, staff constantly monitored conditions and worked tirelessly to restore normal operations as quickly as possible.

It was the snowiest December in Portland's recorded history, and thankfully these kinds of storms are a rarity for this region. The Port strives to maintain clear and regular communications during such service interruptions. As always, comments or suggestions from readers are welcome.

### PORTSIDE SOLICITS READER FEEDBACK

Portside is published quarterly by the Port of Portland to communicate with its customers and stakeholders in the Pacific Northwest and around the world. The editors of Portside want to make sure that the publication's content is useful and interesting to you. Please complete a brief survey online at [www.portofportland.com/portside/survey](http://www.portofportland.com/portside/survey).

## PLASTIC BALLS DISGUISE POND TO KEEP BIRDS AWAY

Portland International Airport is centered along the Pacific flyway – a veritable highway for mallards, widgeons, geese and other migrating birds. As recent national news has made all too apparent, keeping birds and aircraft separated is serious, important work, and the Port of Portland pursues the task from dawn to dusk every day of the year.

In addition to employing innovative strategies to move birds away from runways and taxiways, the Port of Portland also tries to minimize habitat that attracts birds. And when that's not possible, the PDX wildlife hazard team turns to something unexpected: disguise.

PDX's 3,000 acres include several ponds used for airport operations – ponds the average goose might

swoop down to check out while flying overhead. To deter waterfowl from doing just that, wildlife staff chose a method reminiscent of a children's play area at Chuck E. Cheese. Thousands of plastic balls float atop one pond at the far south end of the airfield. The black balls completely cover the water so, to birds flying overhead, it looks like solid ground – so much so, they don't even circle around.

The balls are approximately four inches in diameter, lightweight, and filled about a quarter full with water so they won't blow away. The Boeing Co., which leases hangars near the pond, funded the project and has been a partner with the Port in implementing this successful strategy.



## WILDLIFE TEAM RECEIVES LEADERSHIP AWARD

The creative approaches employed by Portland International Airport's wildlife hazard management team to protect aircraft and wildlife have garnered international attention. Closer to home, these efforts recently earned them the Columbia Slough Watershed Council's annual Leadership Award. The prestigious honor, given to individuals and entities that help protect all the natural resources that make up the Columbia Slough environment, was given at the council's 10th annual dinner and auction in February.

The award specifically noted the contributions of program founder Sharon Gordon, now the security badging manager at PDX; Dana Green, natural resources manager; and Nick Atwell, who manages the wildlife management program today – all three are Port of Portland employees. Atwell oversees a staff of three and works closely with an advisory committee made up of local stakeholders like Audubon Society of Portland and the Federal Aviation Administration. Green accepted the award on behalf of the entire team, noting the Port's commitment to integrating the community's values and sound science into wildlife management decisions.



## TREES BRING PORT AND NEIGHBORS TOGETHER

For the second year in a row, the Port of Portland sponsored a tree planting project in partnership with the local nonprofit group, Friends of Trees. The March planting brought together neighbors in five northeast Portland neighborhoods: Cully, Beaumont-Wilshire, Madison South, Rose City Park, and Roseway.

Partnering with Friends of Trees allows the Port to support an increased urban tree canopy in neighborhoods near Portland International Airport, which has restrictions on the number and types of trees allowed near runways and taxiways. With assistance from sponsoring organizations like the Port, Friends of Trees helps residents buy large trees at reduced prices – trees that help manage storm water, reduce energy costs, and provide habitat for birds and other critters. Friends of Trees organizes plantings in more than 60 neighborhoods annually and, since 1989, has planted some 360,000 trees in the Portland-Vancouver metropolitan area.

The Northeast Portland tree planting event was a chance for neighbors to get to know one another and for Port employees to give back to communities around the airport. Representatives from the Port donned garden gloves and boots to help plant more than 150 street and yard trees.

## SIX MORE AIRPORT BUSES RUNNING ON CLEANER GAS

Portland International Airport already boasts a fleet of parking lot shuttle buses running exclusively on cleaner-burning compressed natural gas. In March, the airport welcomed six new buses to the fleet – all 35-foot El Dorados with low-floor, easy-access entry.

The new buses meet the 2010 Tier 2 federal efficiency requirements for diesel engines; using compressed natural gas fuel reduces emissions of greenhouse gases and particulate matter even further. The newer engines are also easier to maintain. They come equipped with a special filter to help keep fine debris out, an improvement welcomed by airport maintenance staff, who have had challenges with seeds from cottonwood trees getting stuck in the engines.

Additionally, the new buses rely on LED lighting inside and out; LED lights are dramatically more efficient than incandescent and fluorescent lighting and are expected to last the lifetime of the bus. Signs lit by the LEDs are also brighter and easier to see.

The new buses replace smaller buses currently in the fleet.



Clockwise from top: Tina Lewis, Paul and Jean Lambert, Sandy Choi



# THE FACE AND THE HEART OF PDX

When an elderly woman arrived at Portland International Airport and realized pretty quickly that she was in Portland, Oregon, instead of where she wanted to be – Portland, Maine – she turned in desperation to one of the airport’s information booths and the friendly faces of Paul and Jean Lambert. The Lamberts are part of the VIP, Volunteer Information Program, at PDX, and are well-trained to help in all kinds of unusual travel-related situations. They reassured the woman; they made calls; and they suggested a plan of action. “My heart went out to her,” said Jean Lambert, “and I knew we had to get busy and solve her problem, or – bless her heart – we’d just have to take her home with us!”

That combination of no-nonsense problem solving, unflappability and human empathy are the trademarks of the VIPs, as they are called, at PDX. The questions they receive reach far beyond the mundane “Where’s the rest room?” or “Where do I pick up my bag?” Donna Prigmore, manager of customer relations with

to his grandmother in Pennsylvania to tell her what was happening, and decided he would stay in a nearby hotel. Then we walked him to the shuttle bus with instructions about how to return the next day. He was fine and would have a good story to tell; we just helped him keep his cool.”

The Eberles volunteer at the airport four hours every week. Before they retired, Margaret taught school and Pete was a business executive. They are examples of the impressive variety of backgrounds of the volunteers at PDX, including publishing, journalism, law enforcement, higher education, pharmacy, insurance, state and federal agencies and private business. Many are former airline employees like Tina Lewis who had a 35-year career with United Airlines and who simply loves the airport experience.

“These are vital individuals,” said Cynthia Saxton, volunteer coordinator at PDX. “They are smart, savvy folks who have busy interesting lives; they consider their work at PDX stimulating,

“These front line workers are, in many respects, the face of the airport and one of the reasons we repeatedly win national and international awards for outstanding customer service.”

Donna Prigmore, customer relations manager

the Port of Portland, said, “These front line workers are in many respects, the face of the airport and one of the reasons we repeatedly win national and international awards for outstanding customer service.” But it’s more than that.

A little more than 15 years ago, the program began with about 13 people. At that time the volunteers were all rovers, that is, they walked a beat around the airport and approached people who looked lost or confused; they answered questions and gave directions. Over the years, the program grew, and today there are more than 100 volunteers at PDX. Many of them are still rovers, but now the scope of responsibilities has grown, and volunteers now staff two information booths in the baggage claim area, and they assist with international passenger arrivals. They also help with special projects and events, as needed – open houses, air service inauguration ceremonies, emergency response drills and airline anniversaries. Some volunteers also help with program communications, computer work and mailings.

“That kind of available resource would be a boon to any organization,” said Prigmore. “These capable and talented people are, without a doubt, a tangible value to the Port of Portland. They help us reach our business goals in very real terms.

“Volunteers spend approximately 1,200 hours each month representing us to the public – in many cases, that includes more than 18,000 contacts with customers. In dollars and cents, that’s a huge benefit to the Port, but in good will, it’s priceless.”

The volunteers have their own reasons for working at the airport. Social benefits are high on any list of why people give their time to a group or cause. But studies also show there’s a strong relationship between volunteering and physical health, especially for those who give more than 100 hours per year. And it’s not just a matter of feeling better: According to the Corporation for National and Community Service, even when controlling for other factors such as age, health and gender, research has found that when individuals volunteer, they are more likely to live longer.

They are also more likely to stay sharp mentally. VIP Jean Lambert said, “My working at PDX is a selfish thing. I enjoy solving the puzzles . . . I like the mysteries!”

Pete and Margaret Eberle also like helping people who are faced with the unexpected. One day a 16-year-old boy flew in for a skateboard camp, traveling for the first time alone, and he couldn’t find the camp rep who was supposed to meet him. Margaret said, “We made a few calls and found out the boy had arrived a day too soon; no one would be picking him up for 24 hours. We made a call

challenging and important. We are lucky to have them.”

Saxton is, at once, a trainer, scheduler, advisor, friend and nurturer to the growing group of airport volunteers. She makes sure staffing needs are met at the information booths from 9 a.m. until 9 p.m., seven days a week, and at international arrival points, and in the ticket lobby and concourses. When the airport invited the community to tour the facility last year – the first PDX Air Fair – she arranged for volunteers to help meet and greet guests, give directions and answer questions. When PDX won, for the third year in a row, the Condé Nast Travel magazine’s honor as Best U.S. Airport, she asked for volunteers to help serve refreshments at a party honoring airport employees. When Northwest Airlines (now a subsidiary of Delta Air Lines) launched its nonstop flight from PDX to Amsterdam, she asked who would like to help with the ceremony. In all cases, the volunteers stepped up.

Saxton asks for a 12-hour-per-month time commitment. Volunteers must pass a security background check to be badged to work at the airport; and they must complete an orientation, training, some paperwork and a tour of the airport. “We’re always on the lookout for new folks who are eager to keep using their career skills,” Saxton said. “We’d like to have more volunteers who speak other languages and who have computer skills. But the main criterion is that they like to help people. That has been the cornerstone of our program, and that’s why so many of our volunteers stay on for years.”

Airport employees have commented that the VIPs seem to be a happy group of people, a calm and mellow influence in what can sometimes be a chaotic place. They don’t dwell on the occasional grumpy passenger who may vent frustrations on them, but instead they talk about the travelers who are grateful to get help from a real live person. They also have a wealth of funny stories to tell:

“I thought I had heard everything,” said one airport volunteer, “when a man came running in from the roadway and started pleading with us to rush his parents, who were arriving from overseas, through customs. We explained that we couldn’t intervene in that process, and we suggested that he park his car and come inside to wait.”

“Oh, I can’t,” the man blurted out in one breath, “because-we’re-in-a-big-hurry-because-my-wife’s-going-to-have-a-baby-and-she’s-in-the-car-out-there-and-we-need-to-get-to-the-hospital-because-she’s-in-labor-RIGHT-NOW!”

There are, it turns out, some situations even a seasoned airport volunteer cannot resolve.

by Karen Fisher

# PORTSIDE

P.O. Box 3529, Portland, OR USA 97208



#### U.S. HEADQUARTERS

Port of Portland  
121 NW Everett Street  
Portland, OR 97209  
P.O. Box 3529  
Portland, OR 97208 USA  
Telephone: 503.944.7000  
800.547.8411 (U.S. only)  
FAX: 503.944.7080

[www.portofportland.com](http://www.portofportland.com)

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Sam Ruda • Marine and Industrial Development  
Steve Schreiber • Aviation  
Stan Watters • Development Services and Information Technology  
Gail Woodworth • Human Resources

#### OVERSEAS OFFICES

**Tokyo, Japan**  
Masaaki Mukouchi, Director  
Shimbashi - Hara Building, 3F  
2 - 10 - 5, Shimbashi, Minato - ku  
Tokyo, Japan 105 - 0004  
Telephone: 81.3.3580.8941  
FAX: 81.3.3519.4691  
Email: [masa.mukouchi@portofportland.com](mailto:masa.mukouchi@portofportland.com)

#### Seoul, Korea

Jin Won (Jim) Kim, Representative  
Room 1301, Sam Koo Building  
70 Sogong - Dong Chung-Ku  
Seoul, Korea 100  
Telephone: 82.2.753.1349  
FAX: 82.2.753.5154  
Email: [jimwkim@kornet.net](mailto:jimwkim@kornet.net)

#### Taipei, Taiwan

Charles Wang, President  
Formosa Transportation Co., Ltd.  
13th Floor, No. 147, Minsheng E. Rd., Sec. 5  
Taipei, Taiwan  
Telephone: 886.2.746.8795  
FAX: 886.2.762.4327  
Email: [charles.wang@formosatwn.com.tw](mailto:charles.wang@formosatwn.com.tw)

#### Hong Kong, China

Albert Kan  
Sun Hing Shipping Co., Ltd.  
Units A and B, 10/F., United Centre  
95 Queensway  
Hong Kong, China  
Telephone: 852.823.5888  
FAX: 852.528.6744  
Email: [albertkan@sunhingwarehouse.com](mailto:albertkan@sunhingwarehouse.com)

#### KEY MARKETING CONTACTS

Susan Bladholm • Senior Manager  
Corporate Marketing  
Barry Horowitz • General Manager  
Container Marketing  
Bob Lipscomb • General Manager  
Autos and Breakbulk  
David Zielke • General Manager  
Air Service Development

#### PRODUCTION TEAM

Susan Bladholm • Sherry Brookshire  
Karen Fisher • Tim Jewett  
Steve Johnson • Bob Lipscomb  
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To request **PORTFOLIO** information,  
address changes, mail list additions/deletions,  
or to register a comment, please e-mail  
Sherry Brookshire at [sherry.brookshire@portofportland.com](mailto:sherry.brookshire@portofportland.com).  
Inquiries can also be directed to the Port of Portland's U.S.  
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